

TIRE CONSERVATION A REAL NECESSITY

Carelessness and Recklessness Are All the Owner Must Give Up.

With all that has been written and preached about war time conservation there is one exceedingly important field which the Government's eagle eyed experts seem completely to have overlooked, and that is the conservation of automobile tires.

The conservation of his tires has long since ceased to be merely a wise economy on the part of the car user. It has become his patriotic duty. The Government is already a large user of automobile tires and its demands are constantly increasing, while at the same time the task of the tire manufacturers has been made more difficult by the war time demands of other industries for the raw materials used in the making of tires.

The Kelly Springfield Tire Company furnishes the following observations in the belief that its long practical experience, gained from daily observation of the different ways in which tires are ruined, may help car owners to get out of every tire every mile that has been built into it.

This company has always produced tires as nearly perfect as the best workmanship and the best materials obtain-

and demand an "adjustment." The facts are that the tire has come into contact with a stone or some object not sharp enough to cleave the resilient tread, but with sufficient force to strain the fabric beyond the breaking point. Probably only one or two of the seven piles were broken by the original blow, but the tremendous pressure and constant action sawed through strand



No. 4—If you don't keep air enough in your tires this is what happens.

after strand until it reached the inner tube or became so weakened that the pressure ruptured the remaining piles.

For the avoidance and remedy of this form of waste the following advice is offered: Watch your road for obstructions. Do not bump into curbs, and in the event of a bruise have your tire permanently repaired.

No. 5—Here is shown a victim of the

quickest and surest form of tire destruction, namely, a wheel out of alignment. This is most commonly due to a bent steering knuckle, which causes the wheel to run slightly to the left or right and in this way a sliding and scraping on the tire that will grind the tread off in a surprisingly short time. Have your wheels tested for alignment occasionally, particularly after a bump that may have sprung a knuckle. Watch your front tires for abnormal wear, especially a side wear.

The last photograph, No. 4, shows a victim of the bugbear "underinflation." Since the majority of automobile owners have heard a great deal on this subject we will not go into it except to say that despite the extensive preaching of the tire industry against this abuse, as well as against overloading, which amounts to the same thing, the practice is still quite prevalent, and the possibilities of conservation are great as regards this one item alone. Assure yourself that your tires are of the proper size to carry the weight of your car and find out what the pressure should be maintained to carry that load over the greater number of miles.

"TAILOR MADE" TOP LATEST.

New Regular Part of All King Eight.

Accessory men are keeping abreast of the automobile manufacturers in improving their products. The effort all along the line is for greater refinement and convenience.

The big improvements made in automobile tops are showing the new "tailor made" tops furnished with King Eight cars. Not only are these tops good fits, but they have a very substantial appearance and are fitted with beveled plate glass windows in the back and sides.

The glass windows overcome the difficulty occupants of the rear seat all have to see the pressure when the top was up and the side curtains were in place.

AUTO MEN RALLY FOR LIBERTY LOAN

Big Meeting to Be Held at A. C. A. Next Friday Night.

New York's automobile row will go to the hat for the Liberty Loan with a vim next Friday night at the Automobile Club of America. The men along the row have been working most industriously for the loan since it started, and Friday is to be the grand patriotic rally under the auspices of the Rain- bow Division of the special Liberty Loan Committee for the Automobile and Accessory Trades. Cooperating with this committee are the National Automobile Dealers' Association, the Automobile Club of America, the Brooklyn Motor Vehicle Dealers' Association and the Bronx Automobile Dealers' Association.

Among the features of the evening will be a talk by Sergeant Harold Wright of the French Flying Corps and the Lafayette Flying Corps. He is a New York boy who has just returned from the fighting front after nearly two years in the thick of it.

General Manager Alfred Reeves of the National Automobile Chamber of Commerce, who has just made an extended tour of the automobile factory cities, will make an address on the motor car industry in its present relation to the prosecution of the war. Mr. Reeves has some amazing statistics and data on what is being done to help crush the Hun. Mr. Reeves is putting considerable pep into local organizations and arousing them as to their duties in backing the industry as a whole to win the war. John

C. Wetmore will introduce the speaker. In addition to speaking on his air fighting experiences Sergeant Wright also will tell some interesting things about wonderful feats accomplished by the automobile at the front. He will shortly fly for the Liberty Loan in an airplane from New York or Albany to Washington, D. C., carrying money paid for Liberty Bonds right to the United States Treasury—the first time money will have been sent to Uncle Sam in this manner.

This young flying fighter was formerly an automobile racing driver and his experiences in track races stood him in good stead, when he got to France, and was taught to fly. He was successful in shooting down numerous Boche airplanes and upon one occasion fought three airplanes and penetrated a terrific barrage of anti-aircraft fire in order to shoot down a German dirigible balloon. He has received numerous decorations for bravery and in one combat was shot down from a height of more than 12,000 feet and lived to tell the tale. His list of adventures in the Lafayette Flying Corps will be published shortly. He has many friends in the automobile trade who doubtless will flock to hear him.

The rally is to be an invitation affair and cards may be obtained from Charles A. Stewart, general manager of the Automobile Dealers' Association, 110 West Broadway. Application should be made at once as the capacity of the grand ballroom of the club is limited.

COLE'S USES LOW GRADE GAS.

Hot Spot Carburetor Is Most Effective Addition.

With the addition of the new Aero lights to the already complete line of models, the Cole Motor Car Company now offers a wide selective range of cars.

The new hot spot carburetor is especially valuable in using low grade gasoline successfully without loss of power. This arrangement throws the hot burnt gas directly from the cylinders around the intake manifold. With the first shot of the motor the intake is heated and the gas is vaporized and taken into the cylinders, where it delivers the full force of the charge because of this ingenious arrangement.

Many motorists are even using one part kerosene with two parts gasoline and having great success with this



JOHN N. WILLYS, President Willys-Overland Company.

Automobile's Big Part in Nation's Patriotic Labors

"IN the patriotic activities of the nation the automobile has filled an invaluable place," says John N. Willys, president Willys-Overland, Inc.

"We Americans recently sold five billion dollars' worth of Government bonds to nine million people within a period of thirty days. A fair estimate is that a half million automobiles were directly employed in making this achievement possible. Also a short time ago most of us took a little time off and raised in a week a hundred million as a preliminary help to the Red Cross.

"Naturally, we saved time and promoted efficiency by using automobiles in this work. A few hundreds of thousands of them at least. We have just built a group of great cantonment cities completely equipped, and with room enough to house a million men. It would have taken us six to nine months longer without the automobile, a contractor told me, and he had built two of the biggest cantonments. I am talking about the passenger car now. And these are some of its emergency uses.

"But what of the doctor who is called out in the night? What of the farmer who must hurry to town for his seeder or his harvester; the business man who must catch a train? These, too, are emergency uses. In total, they call out every day probably more automobiles than we shall ever call into play for any concerted national need.

"For there are some 4,000,000 of these passenger cars in this country. They are travelling 40,000,000 miles every day—the equivalent of 1,600 times around the earth. Their estimated annual passenger mile service is 60,000,000,000, against 35,000,000,000 for our railroads. Think what this means in transportation. Do you realize that our passenger automobiles could move 20,000,000 people—one-fifth our population, comfortably seated—a hundred miles in a day with one filling of gasoline? The picture is staggering, not only because of its colossal size, but because of the conception it gives of the marvellous flexibility of this huge transportation machine.

PACKARD TRUCKS ABROAD.

That the Packard trucks which have been shipped from Detroit have arrived in France in large numbers is shown by a letter just received at the Packard factory from a former truck salesman, now a member of a medical unit in overseas service.

"With hundreds of Packards running around it is hard to believe we are in France," he writes. "American products follow us and we are able to purchase American tobacco and certain foods at the commissary.

"In one day nearly a hundred Packards, accompanied by two tank trucks,

passed through here on their way from the airport base to the front. On hospital is located in a quaint old French town hundreds of miles from the firing line.

"We now have five three ton Packards and expect some more, which will be equipped with X-ray outfit and sent to the front. These trucks are to be used in hauling medical supplies to the front all along the line, a haul of not less than 250 miles each way.

"These trips range from warm to cold climates, from level to mountainous country and from good to bad roads and are a thorough test of Packard efficiency and durability."

The Best Automobile Route to Camp Dix.



Motorists with relatives or friends at Camp Dix will be gratified to learn that it is now possible to motor direct to the cantonment and find a good road practically all the way. One of the path-finding cars of the touring department of the American Automobile Association has just returned from a tour of investigation covering the various possible routes to the camp. As the result of this road survey it is now possible to announce that with the exception of the last stretch of about ten miles between Yardville and Camp Dix there is now a hard surfaced road throughout the entire distance. This particular stretch has been rather badly cut up by the army trucks, but is perfectly passable if proper care is exercised.

During the greater part of last season the most popular route to the camp was the much longer one via Freehold and Lakewood. This is no longer necessary, however, as the shorter alternate via New Brunswick and Hightstown affords a good average of roads all the way. Of the two main roads leading to New Brunswick that via Staten Island and Perth Amboy is preferable at present, as it is in fairly good condition throughout. Moreover, it is several miles shorter than the other and avoids the traffic congestion incident to passing through Newark.

The Lincoln Highway from Rahway to Metuchen is in worse condition than ever, being full of holes. The attempt which was made last year to improve the condition of this road by filling up the worst holes with broken stone mixed with dirt is being repeated this spring with much the same result. Such a method of road maintenance is at best but a poor makeshift, and motorists will save much wear and tear on both car and tires if they avoid this stretch of road altogether. The best way to do this is to keep straight ahead under the railroad in the western outskirts of Rahway instead of turning sharp right with the Lincoln Highway signs. Follow an excellent hard road through Woodbridge to Perth Amboy, where turn sharply to the right on New Brunswick avenue. From this point there is an excellent road running straight through Metuchen to New Brunswick. It is possible to save about a mile by turning right in Woodbridge and cutting across to the Perth Amboy-Metuchen road at a point about half way between these towns. This short cut is rather rough in places, however, and most motorists prefer to run into Perth Amboy, even though it is slightly longer.

Those who are not familiar with this road are cautioned not to miss taking the turn to the left at the post office in New Brunswick. The Lincoln Highway signs should be disregarded at this point, as they lead the motorist on to the direct road to Princeton, which is in very bad condition. The road through Hightstown, on the contrary, is very good all the way.

Motorists contemplating this or any other trip in this section of the country are cordially invited to call at the touring bureau of the American Automobile Association, 501 Fifth avenue. By so doing they will have the benefit of reports which are constantly being received at that office covering the present condition of all of the principal roads in the Eastern States.

able could make them, and while it does not deny the fact that it occasionally finds a defective one, it has found that approximately 85 per cent. of the tires returned for inspection have been forced from service by conditions that could in no way be attributed to faulty manufacture but were a direct result of the user's lack of attention to a part of his car that represents one of the greatest expenses of car operation.

This fact certainly substantiates the contention that even if tires could be manufactured 100 per cent. perfect their performance would still depend largely upon the user and the use and abuse to which he subjects them.

Herewith are given a few concrete examples of tire waste, with an expert's



No. 2—Showing the result of a bruise which broke one or more piles of fabric.

conception of their causes and suggestions for their avoidance:

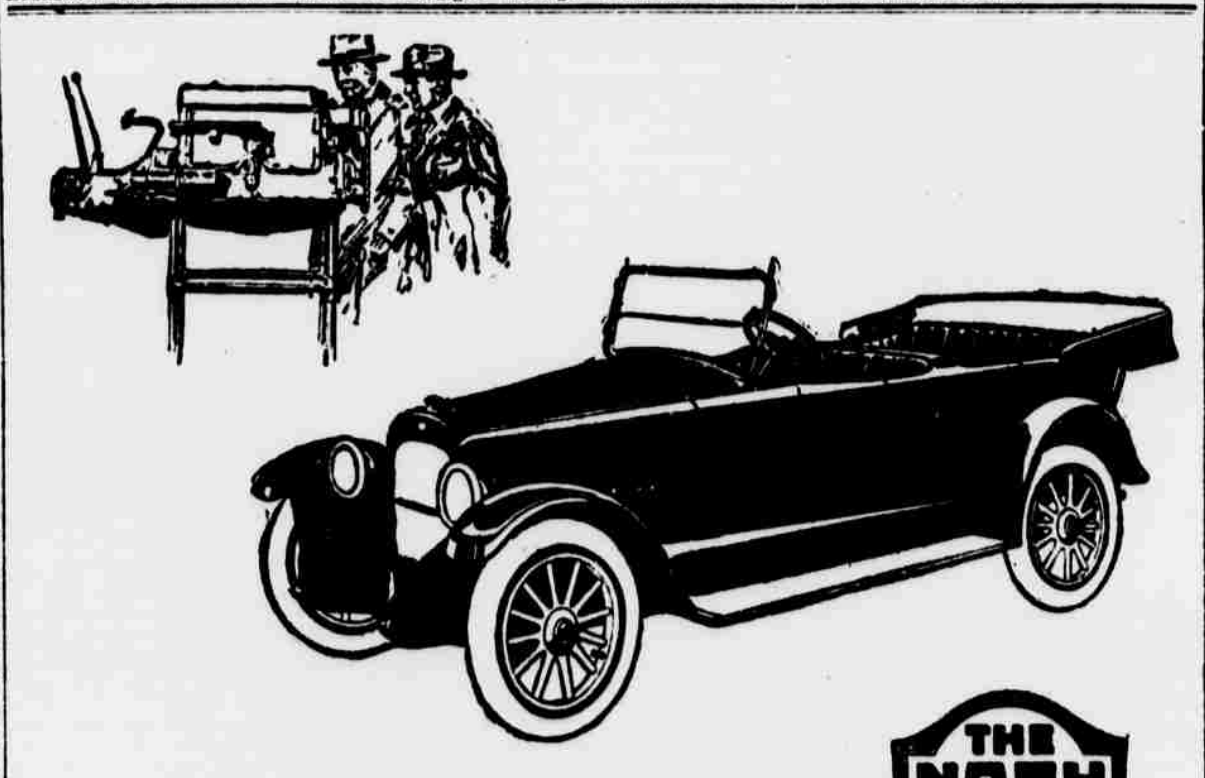
No. 1 received a cut. Probably the user, through the lack of a spare, found it necessary to resort to the use of an emergency patch in order to complete his run. Evidently he then decided to regard this patch as a permanent repair, hoping it would wear out the casing. The photograph shows that it did—but long before the tire had returned the mileage of which it would have been capable with proper care. The wise and economical procedure in this instance would have been a permanent repair at the end of the run, resulting in a full return of mileage for money expended.



No. 3—Showing what happens to a tire when the wheel is out of alignment.

as well as peace of mind that was impossible while the fear existed that the emergency repair would give out at the most inopportune time.

No. 2—This photograph shows the result of a bruise. As there is nothing on the tread or face of the tire to indicate damage by accident, the average user would assume that it was due to defect



BY its fine service record in the hands of users in all sections of the country the Nash Six, with perfected valve-in-head motor, has demonstrated thoroughly that it can be depended upon for exceptional performance under all conditions of road and weather.

KAUFMANN-MORRIS CO., Inc., Broadway at 57th St. COLUMBUS 4355
Warren-Nash Motor Corporation (Wholesale Only)
123 West 64th St. Phone Columbus 3088

Distributors for New York City and surrounding territory, including Northern New Jersey and Western Connecticut:

L. A. D. Motor Corporation 1401 Bedford Ave., Bklyn. H. Gilchrist 224-326 11th St., W. New York, N. Y. Victor A. Williams & Co. Morristown, N. J.	Newton-Humphreys Co. 124 Washington St., Newark, N. J. Schauble's Garage Middletown, N. Y. R. J. Hiltz 2406 Grand Concourse, Bronx, N. Y. Lander Motor and Supply Co., Mineola, L. I.	Monmouth Motors Co. Asbury Park, N. J. Thompson-Goodman Co. Plainfield, N. J. John Van Henshagen Tombkill, N. Y.
--	---	---

NASH MOTORS
VALUE CARS AT VOLUME PRICES

This Year A New Super-Six
A Car Which 50,000 Hudson Users Helped To Design

Perfection comes only through development.

We haven't yet attained the ideal in motor car building, but what 50,000 owners have experienced and taught Hudson engineers has had tremendous influence over the new Super-Six.

Those who bought cars of the earlier production did so because of what they knew of the Hudson Company and what the cars had shown in tests.

No other cars appealed to them so strongly in such vital particulars as endurance, power and speed.

How well the Super-Six made good is known to all motordom.

But what is not yet so apparent is the utter refinement that has taken place in the Super-Six. It came from what the Hudson engineers learned from owners and as a result of the tests made on speedways, in road races and mountain climbs.

Such development will seem strange to all who know the earlier Super-Sixes. Without having seen the new Super-Six it will be impossible for many to understand how much improvement could have been possible.

Nevertheless, there is a marked fineness about this new series that is the result of what previous models taught.

The improvement is not limited to the chassis. Hudson engineers worked to produce a well-proportioned, well-balanced car.

No detail stands out in distinction against other parts. It is not because of its exclusive and famed motor alone that it leads. No special equipment in itself calls for unusual consideration in this new Super-Six. Even in the question of bodies, except as to their special fitness for various uses, there is no one feature upon which to place particular emphasis.

But we do point with pardonable pride to the car as a whole. It does have a wonderful and powerful motor, but so also is every other unit of its chassis just as well designed and just as well suited to do the work for which it is intended.

And that same well-rounded, complete detail applies also to the bodies, of which there are ten different types. They are beautifully designed, rigidly built and handsomely finished. There is not a single note of disproportioned excellence or of unequal quality in any detail of the new Super-Six.

The experienced eye can appreciate much that has been done to make this new car a finer Super-Six. But when performance is contrasted against that of the earlier models, then only time and long hard usage will reveal the improvement.

Hudson Motor Car Co. of New York, Inc.
Broadway at 61st St., Circle Bldg., New York
866 Broad St., Newark, N. J. 1422 Bedford Avenue, Brooklyn

New Rochelle: Main St. and Centre Av.
Plainfield, N. J.: 192 East Front St.
Jersey City: 2529 Boulevard
Hoboken: 217 Hudson St.
Bronx: 2460 Grand Concourse
Yonkers: Proctor Building

Buy Liberty Bonds